

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Date: June 2, 2000

File No. A-69258/RMA

Box **PATENT APPLICATION FEE**  
Assistant Commissioner for Patents  
Washington, DC 20231

"EXPRESS MAIL" MAILING LABEL NUMBER EL173825236US

DATE OF DEPOSIT June 2, 2000

I HEREBY CERTIFY THAT THIS PAPER OR FEE IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE "EXPRESS MAIL POST OFFICE TO ADDRESSEE" SERVICE UNDER 37 CFR 1.10 ON THE DATE INDICATED ABOVE AND IS ADDRESSED TO: BOX PATENT APPLICATION FEE, ASSISTANT COMMISSIONER FOR PATENTS, WASHINGTON, DC 20231.

TYPED NAME Kari Bateman

SIGNED Kari Bateman

Sir:

Transmitted herewith for filing is the patent application of Inventors Sanjay Ranka, Cupertino, California; Jason Lenderman, San Diego, California; and James Weisinger, Belmont, California, for:

**METHOD, ALGORITHM, AND COMPUTER PROGRAM FOR OPTIMIZING THE PERFORMANCE OF MESSAGES INCLUDING ADVERTISEMENTS IN AN INTERACTIVE MEASURABLE MEDIUM**

Enclosed are also:

- ☒ Prior Art Statement
- ☒ 2 Sheets of informal drawings
- ☒ An Assignment of the invention to: PARAMARK INC.
- ☒ Cost of recording including with filing fee check.
- ☒ Power of Attorney by Assignee & Exclusion of Inventor Under 37 CFR 1.32
- ☒ Combined Declaration and Power of Attorney for Patent Application
- ☒ 2 Declarations for Patent Application: 3 inventors
- ☒ Associate Power of Attorney
- ☒ Small Entity Status Declaration Under 37 CFR 1.9(f) and 1.27(c) small business

	(Col. 1) NO. FILED	(Col. 2) NO. EXTRA	SMALL ENTITY RATE	FEE	OTHER THAN SMALL ENTITY RATE	FEE
BASIC FEE				\$345		\$690
TOTAL CLAIMS	<u>83</u> - 20 =	63	x 9 =	\$567	x 18 =	\$
INDEP CLAIMS	<u>3</u> - 3 =		x 39 =	\$	x 78 =	\$
MULTIPLE DEPENDENT CLAIM PRESENTED			+130 =	\$	+260 =	\$
If the difference in Col 1 is less than zero, enter "0" in Col. 2			TOTAL	\$912	TOTAL	\$690

☒ This application claims the benefit under 35 USC § 119(e) of U.S. Provisional Application Serial No. 60/173,689 filed 12/29/99.

☒ A check in the amount of **\$952.00** is enclosed (filing fee/excess claims: \$912; assignment recordation: \$40.00). The Commissioner is authorized to credit any overpayment or charge any deficiencies in the enclosed fees to Deposit Account 06-1300 (Order No. A-69258/RMA).

Respectfully submitted,  
R. Michael Ananian  
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Reg. No. 35,050

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